



# Individual and Community Preparedness Division

*National Advisory Council Meeting. Gallaudet University, Kellogg Conference Center, Washington, D.C.*



FEMA

# A National Campaign for Resilience

**AMERICA'S**  
***PrepareAthon!***  
BE SMART. TAKE PART. PREPARE.



- ✓ A national community-based campaign for action
- ✓ Emphasis on increasing emergency preparedness through hazard-specific drills, group discussions, and exercises
- ✓ 2 National Days of Action: April 30 and September 30 (during National Preparedness Month)
- ✓ Free resources and tools for different hazards:
  - ✓ Flood, Hurricane, Tornado, Wildfire, Winter Storm, and Earthquake

[www.ready.gov/prepare](http://www.ready.gov/prepare)

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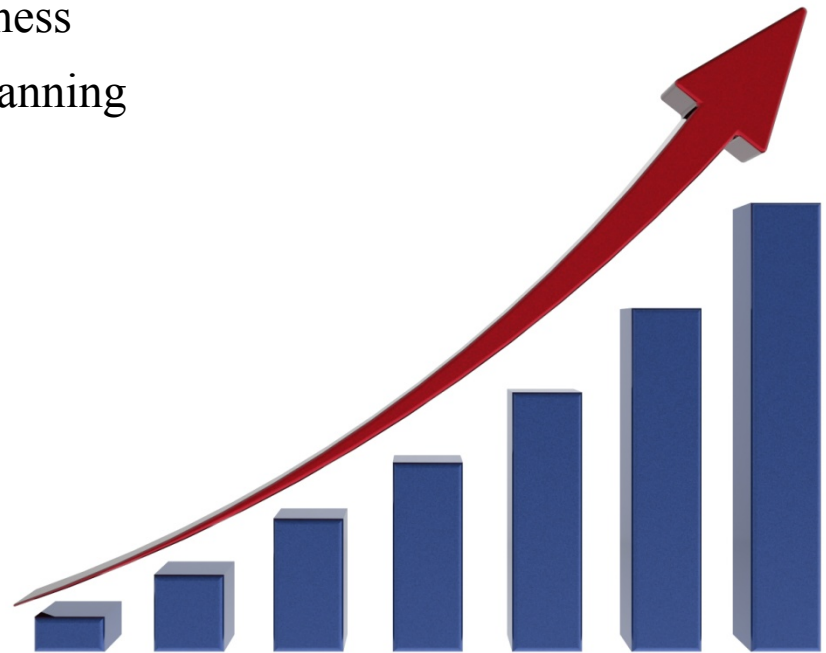
**AMERICA'S**  
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# America's PrepareAthon! Campaign Goal

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**Build a more resilient Nation by increasing the number of individuals who:**

- ✓ Understand which disasters could happen in their community
- ✓ Know what to do to be safe and mitigate damage
- ✓ Take action to increase their preparedness
- ✓ Participate in community resilience planning



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**AMERICA'S  
PrepareAthon!**  
BE SMART. TAKE PART. PREPARE.



**Access Alerts  
and Warnings**



**Test  
Communication  
Plans**



**Assemble  
or Update  
Supplies**



**Drill or Practice  
Emergency  
Response**



**Plan with  
Neighbors**

**10 WAYS TO  
PARTICIPATE  
IN AMERICA'S  
*PrepareAthon!*<sup>™</sup>**



**Participate in  
a Class, Training,  
or Discussion**



**Conduct an  
Exercise**



**Make Property  
Safer**



**Document and  
Insure Property**



**Safeguard  
Documents**

# Stakeholder Engagement

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- ✓ ICPD works closely with many nationally recognized leaders in emergency preparedness:
  - ✓ Common messaging
  - ✓ Synchronized campaigns
  - ✓ Recognizing success
  - ✓ Nonprofit & Private Sector partners
  - ✓ Regional or subject matter expertise
  - ✓ Community conveners



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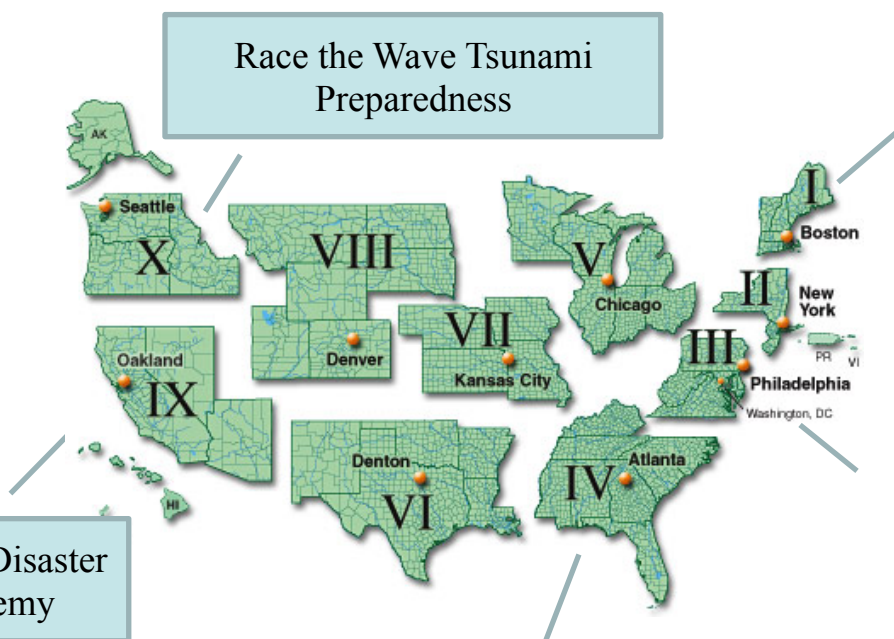
# FEMA Regional Coordination

Community Preparedness Officers across the nation are interested in amplifying your efforts.

Fall 2015  
Community  
Events

Race the Wave Tsunami  
Preparedness

ESPN Security and Safety  
Awareness Event



American Red Cross' Disaster  
Preparedness Academy

Preparedness Night at the  
Franklin Institute

Georgia State University's  
PrepareAthon! Drill



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# Research

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## **Protective Action Validation Research Purposes:**

- ✓ Provide current, research-validated guidance to assist the public in protective action decision-making.
- ✓ Promote communication among scientists and researchers within FEMA, interagency Federal agencies and departments, and the academic community.

## **Protective Action Validation Report:**

- ✓ Recently concluded the assessment of more than 380 protective actions based on 275 research studies and articles, as well as review by more than 80 Subject Matter Experts (SMEs) for 12 natural hazards.
- ✓ The report presents recommendations for changes to guidance and messaging and recommendations for research priorities.
- ✓ Once finalized, ICPD will develop a public report of the findings to encourage discussion and comment and to identify additional research.

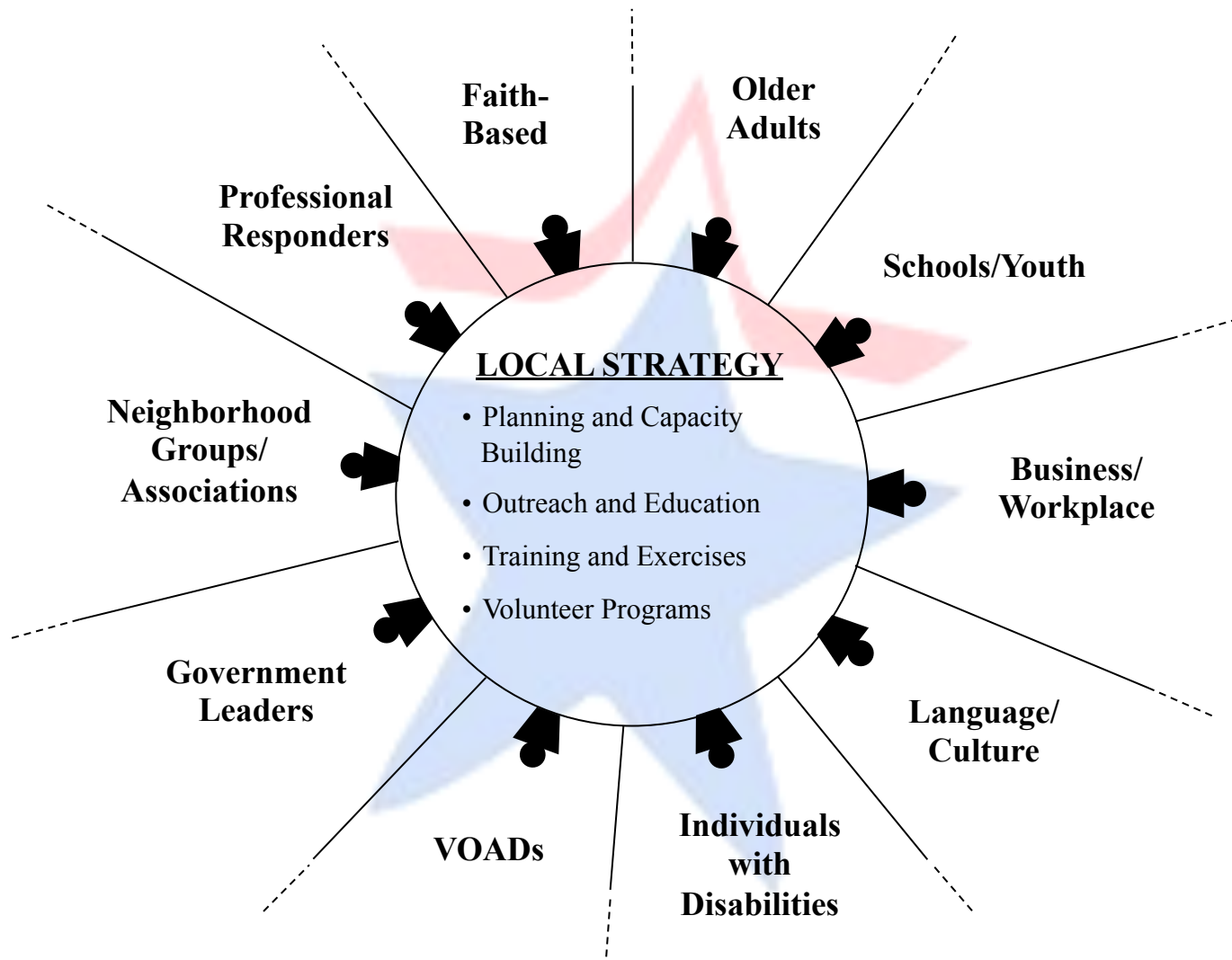
## **National Household Survey**

- ✓ 2013, 2014, and 2015 have been fielded and an analysis/publication plan is in development.
- ✓ Preliminary trends show decreases in some areas of preparedness.
- ✓ Survey methodology allows us to compare the preparedness actions of people in specific hazard-prone areas to the national average.
- ✓ FEMA's data will be included in Healthy People 2020 with several objectives focused on preparedness.



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# Citizen Corps: Whole Community Preparedness

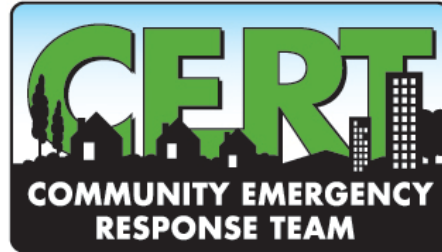


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# Community Emergency Response Team (CERT)

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**CERT is a nationally supported, locally implemented program that trains participants in basic disaster response skills, including fire safety, light search and rescue, team organization, and disaster medical operations, so that they can support their families, neighborhoods, and communities during emergencies. Local CERT programs train and organize teams of volunteers and are sponsored by local government agencies.**



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# CERT Activities

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## Emergency

- ✓ Residential/Neighborhood Checks
- ✓ Traffic/Crowd Management
- ✓ Staffing Shelters and EOCs
- ✓ Community Relations/Information Distribution
- ✓ Basic Search and Rescue
- ✓ Medical Intervention (Triage or Treatment)
- ✓ Debris Removal
- ✓ Managing/Processing Supplies or Donations
- ✓ Evacuation
- ✓ Initial Damage Assessment
- ✓ Sandbagging

## Non-Emergency

- ✓ Staffing outreach booths at community fairs
- ✓ Conducting door-to-door outreach
- ✓ Supporting emergency preparedness education
- ✓ Conducting or supporting threat/hazard assessments
- ✓ Participating in mitigation/emergency preparedness service projects
- ✓ Supporting emergency planning, exercises, and drills in the community

# FEMA Youth Preparedness

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## ✓ **National Strategy on Youth Preparedness**

- ✓ The National Strategy for Youth Preparedness Education (National Strategy) was created mutually by FEMA, the American Red Cross (ARC), and the U.S. Department of Education (ED). The purpose of the National Strategy is to couple national attention on emergency and disaster preparedness with community action that focuses specifically on youth readiness for disasters and related events.

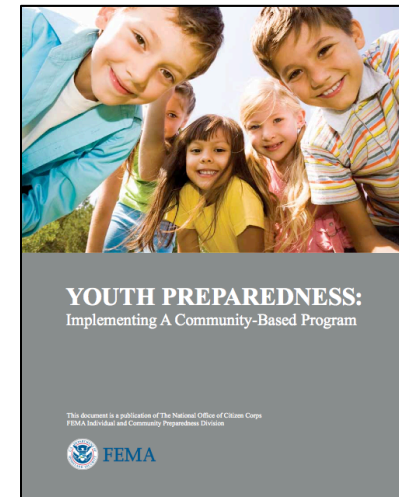
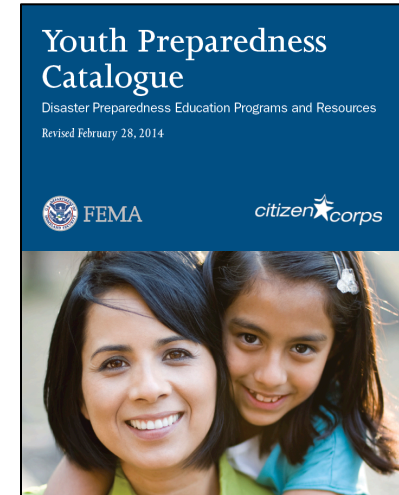
## ✓ **Youth Preparedness Council**

- ✓ FEMA's Youth Preparedness Council brings together youth leaders from across the country that are highly engaged in championing youth preparedness and making a difference in their communities.



# Youth Resources

- ✓ **Technical Assistance (TA) Center**
  - ✓ FEMA offers a full range of TA services to individuals starting or operating youth preparedness programs. Technical Assistance providers answer questions, refer to FEMA and partner-created tools and resources, and make connections between providers across the country to facilitate best practice sharing.
- ✓ **Ready.gov/youth-preparedness**
  - ✓ Includes a wealth of information about youth preparedness for those interested in finding, starting, or maintaining youth preparedness programs
- ✓ **Children and Disasters Newsletter**
  - ✓ Subscribe on our website for monthly updates about youth-related initiatives, research, and events



# Bystander Intervention

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## Taking Back Bystander

- ✓ An effort to educate and empower Americans on the simple things they can do to keep an injured person alive until professional responders arrive.
  - ✓ Inspirational short film, 'A Perfect Stranger'
  - ✓ PSA type promotional tools
  - ✓ Interactive, educational web-content
  - ✓ Classroom based course



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For questions about FEMA's Individual and Community  
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